



1. (Amended) A method for facilitating electronic commerce transactions in a marketing system through a network, the network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, the method comprising:

5 establishing an interactive online registration process between the client browser system and the server computer so that an individual may register with the marketing system as a Client, or a Member, [or a Member Plus,] wherein a Client is not eligible to earn compensation and is eligible to buy products at a Client price, wherein a Member is eligible to buy products at a Member price [and is not eligible to earn compensation, and wherein a

10 Member Plus is eligible to buy products at Member Plus price], and wherein a Member [Plus] qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO, wherein each IBO is eligible to buy products at an IBO price and is eligible to earn compensation;

15 providing a plurality of web files operatively coupled to a web site associated with the marketing system; and

allowing access to a plurality of marketing system products [and] or services to the registered Client, Member, [Member Plus,] or IBO via at least one of the plurality of web files.

20 3. (Amended) A method according to claim 2, further comprising:

allowing a registered Client, Member, [Member Plus,] and IBO to purchase marketing system products [and] or services via the shopping page web file directly from a marketing company associated with the marketing system.

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4. (Amended) A method according to claim 3, wherein the allowing step further comprises:

5 accumulating a list of the marketing system products [and] or services selected for purchase by the Client, Member, [Member Plus,] and IBO via the shopping page web file, wherein the list is maintained at the server computer.

10 5. (Amended) A method according to claim 4, wherein the accumulating step further comprises:

15 receiving at the server computer at least one of the marketing system products [and] or services selected for purchase from the shopping page web file; and at the server computer, adding to the list each marketing system product [and] or service received by said receiving step, wherein said adding step accumulates an updated list of the marketing products [and] or services selected for purchase by a registered Client, Member, [Member Plus,] and IBO.

20 6. (Amended) A method according to claim 5, further comprising:

establishing a session when each of the registered Client, Member, [Member Plus,] and IBO accesses the web site associated with the marketing system;

25 terminating the session when each of the registered Client, Member, [Member Plus] and IBO terminates access with the web site; and

at the server computer, maintaining the list of marketing system products [and] or services selected for purchase via the shopping page web file for a holding period that begins

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when the registered Client, Member, [Member Plus,] and IBO terminates the session with the web site.

8. (Amended) A method according to claim 6, further comprising:

5 tracking a dormant period that begins when the registered Client, Member, [Member Plus,] and IBO terminates the session; and

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B 10 if no marketing system products [and] or services are added to the updated list during the dormant period, then sending an electronic notification to the registered Client, Member, [Member Plus] at the expiration of the dormant period.

9. (Amended) A method according to claim 8, further comprising:

resetting the dormant period if the registered Client, Member, [Member Plus,] and IBO adds a marketing system products or service to the updated list during the dormant period.

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20 10. (Amended) A method according to claim 8, further comprising:
canceling the dormant period if a purchase is made by the registered Client, Member, [Member Plus,] and IBO.

11. (Amended) A method according to claim 8, wherein the sending step comprises:
notifying the registered Client, Member, [Member Plus,] and IBO that the marketing system products [and] or services in the updated list will be deleted following a deletion period if no additional marketing system products [and] or services are added to the updated

list or a purchase is not made by the registered Client, Member, [Member Plus,] and IBO, wherein the deletion period begins at the expiration of the dormant period.

12. (Amended) A method according to claim 11, further comprising:

resetting the dormant period and the deletion period if the registered Client, Member, [Member Plus,] and IBO adds a marketing system product or service to the update list during the deletion period.

13. (Amended) A method according to claim 11, further comprising:

resetting the deletion period if the registered Client, Member, [Member Plus,] and IBO adds a marketing system product or service to the updated list during the deletion period.

14. (Amended) A method according to claim 11, further comprising:

canceling the deletion period and the dormant period if a purchase is made by the registered Client, Member, [Member Plus,] and IBO.

16. (Amended) A method according to claim 11, further comprising:

* deleting each of the marketing system products [and] or services from the updated list subsequent to expiration of the deletion period.

17. (Amended) A method according to claim 6, further comprising:

deleting each of the marketing system products [and] or services from the updated list subsequent to expiration of the holding period.

18. (Amended) A method according to claim 5, further comprising:

processing an order containing the updated list of marketing products [and] or services selected for purchase, wherein the order is initiated via an on-line order form by the registered Client, Member, [Member Plus,] and IBO; and

sending an electronic notification to the registered Client, Member, [Member Plus,] and IBO subsequent to processing the order.

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19. (Amended) A method according to claim 18, wherein the electronic notification comprises an order status, an order number, an identifier, wherein the identifier indicates each of the marketing system products [and] or services ordered, and a total sales price.

21. (Amended) A method according to claim 20, further comprising:
allowing a registered Client, Member, [Member Plus,] and IBO to purchase marketing system products [and] or services via the vendor partner page web file from a vendor partner associated with the marketing system.

20 22. (Amended) A method according to claim 21, wherein the allowing step further
comprises:

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accumulating a list of the marketing system products [and] or services selected for purchase by the Client, Member, [Member Plus,] and IBO via the vendor partner page web file, wherein the list is maintained at the server computer.

23. (Amended) A method according to claim 22, wherein the accumulating step further comprises:

receiving at the server computer at least one of the marketing system products [and] or services selected for purchase from the vendor partner page web file; and

10 at the server computer, adding to the list each marketing system product [and] or service received by said receiving step, wherein said adding step accumulates an updated list of the marketing products [and] or services selected for purchase by a registered Client, Member, [Member Plus,] and IBO.

24. (Amended) A method according to claim 2, further comprising:

15 allowing a registered Client, Member, [Member Plus,] and IBO to purchase marketing system products [and] or services via the shopping page web file directly from a marketing company and from a vendor partner, wherein the marketing company and the vendor partner are associated with the marketing system.

20 25. (Amended) A method according to claim 24, wherein the allowing step further comprises:

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accumulating a list of the marketing system products [and] or services selected for purchase by the Client, Member, [Member Plus,] and IBO via the shopping page web file, wherein the list is maintained at the server computer.

26. (Amended) A method according to claim 25, wherein the accumulating step further comprises:

receiving at the server computer at least one of the marketing system products [and] or services selected for purchase from the shopping page web file; and

10 at the server computer, adding to the list each marketing system product [and] or service received by said receiving step, wherein said adding step accumulates an updated list of the marketing products [and] or services selected for purchase by a registered Client, Member, [Member Plus,] and IBO.

27. (Amended) A method according to claim 26, further comprising:

15 establishing a session when each of the registered Client, Member, [Member Plus,] and IBO accesses the web site associated with the marketing system;

terminating the session when each of the registered Client, Member, [Member Plus] and IBO terminates access with the web site; and

20 at the server computer, maintaining the list of marketing system products [and] or services selected for purchase via the shopping page web file for a holding period that begins when the registered Client, Member, [Member Plus,] and IBO terminates the session with the web site.

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29. (Amended) A method according to claim 27, further comprising:

tracking a dormant period that begins when the registered Client, Member, [Member Plus,] and IBO terminates the session; and
if no marketing system products [and] or services are added to the updated list during the dormant period, then sending an electronic notification to the registered Client, Member[, Member Plus] at the expiration of the dormant period.

30. (Amended) A method according to claim 29, further comprising:

resetting the dormant period if the registered Client, Member, [Member Plus,] and
10 IBO adds a marketing system products or service to the updated list during the dormant period.

31. (Amended) A method according to claim 29, further comprising:

canceling the dormant period if a purchase is made by the registered Client, Member,
15 [Member Plus,] and IBO.

32. (Amended) A method according to claim 29, wherein the sending step comprises:

notifying the registered Client, Member, [Member Plus,] and IBO that the marketing system products [and] or services in the updated list will be deleted following a deletion
20 period if no additional marketing system products [and] or services are added to the updated list or a purchase is not made by the registered Client, Member, [Member Plus,] and IBO, wherein the deletion period begins at the expiration of the dormant period.

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33. (Amended) A method according to claim 32, further comprising:
resetting the dormant period and the deletion period if the registered Client, Member,
[Member Plus,] and IBO adds a marketing system product or service to the update list during
the deletion period.

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34. (Amended) A method according to claim 32, further comprising:
resetting the deletion period if the registered Client, Member, [Member Plus,] and
IBO adds a marketing system product or service to the updated list during the deletion
period.

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35. (Amended) A method according to claim 32, further comprising:
canceling the deletion period and the dormant period if a purchase is made by the
registered Client, Member, [Member Plus,] and IBO.

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37. (Amended) A method according to claim 32, further comprising:
deleting each of the marketing system products [and] or services from the updated list
subsequent to expiration of the deletion period.

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38. (Amended) A method according to claim 27, further comprising:
deleting each of the marketing system products [and] or services from the updated list
subsequent to expiration of the holding period.

39. (Amended) A method according to claim 26, further comprising:

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processing an order containing the updated list of marketing products [and] or services selected for purchase, wherein the order is initiated via an on-line order form by the registered Client, Member, [Member Plus,] and IBO; and

5 sending an electronic notification to the registered Client, Member, [Member Plus,] and IBO subsequent to processing the order.

40. (Amended) A method according to claim 39, wherein the electronic notification comprises an order status, an order number, an identifier, wherein the identifier indicates each of the marketing system products [and] or services ordered, and a total sales price.

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41. (Amended) A method according to claim 1, further comprising:

providing on-line access to the plurality of marketing system products [and] or services to a registered Member via an on-line redemption form associated with one of the plurality of web files; and

15 allowing the registered Member to submit a rewards exchange request for marketing system products [and] or services via the on-line redemption form.

42. (Amended) A method according to claim 41, wherein the allowing step further comprises:

20 accumulating a list of the marketing system products [and] or services selected for redemption by the Member via the on-line redemption form, wherein the list is maintained at the server computer.

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43. (Amended) A method according to claim 42, wherein the accumulating step further comprises:

receiving at the server computer at least one of the marketing system products [and] or services selected for redemption from the on-line redemption form; and at the server computer, adding to the list each marketing system product [and] or service received by said receiving step, wherein said adding step accumulates an updated list of the marketing products [and] or services selected for redemption by a registered Member.

44. (Amended) A method according to claim 43, further comprising:

10 establishing a session when the registered Member accesses the web site associated with the marketing system;

terminating the session when the registered Member terminates access with the web site; and

15 at the server computer, maintaining the list of marketing system products [and] or services selected for redemption via the on-line redemption form for a holding period that begins when the registered Member terminates the session with the web site.

46. (Amended) A method according to claim 44, further comprising:

tracking a dormant period that begins when the registered Member terminates the session; and

if no marketing system products [and] or services are added to the updated list during the dormant period, then sending an electronic notification to the registered Member at the expiration of the dormant period.

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49. (Amended) A method according to claim 46, wherein the sending step comprises:

notifying the registered Member that the marketing system products [and] or services

in the updated list will be deleted following a deletion period if no additional marketing

5 system products [and] or services are added to the updated list or a purchase is not made by

the registered Member, wherein the deletion period begins at the expiration of the dormant

period.

54. (Amended) A method according to claim 49, further comprising:

deleting each of the marketing system products [and] or services from the updated list

subsequent to expiration of the deletion period.

55. (Amended) A method according to claim 44, further comprising:

deleting each of the marketing system products [and] or services from the updated list

15 subsequent to expiration of the holding period.

56. (Amended) A method according to claim 43, further comprising:

processing an order containing the updated list of marketing products [and] or

services selected for redemption, wherein the order is initiated via an on-line redemption

20 form by the registered Member; and

sending an electronic notification to the registered Member subsequent to processing

the order.

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57. (Amended) A method according to claim 56, wherein the electronic notification comprises a redemption order status, a redemption order number, an identifier, wherein the identifier indicates each of the marketing system products [and] or services selected for redemption, and a total redemption points total.

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59. (Amended) A method according to claim 1, wherein at least one of the plurality of web files is an office page web file, wherein the office page web file is accessible only by each Member [Plus] and IBO.

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60. (Amended) A method according to claim 58, further comprising: establishing a personal group associated with a first IBO, wherein the personal group comprises at least one individual selected from the group consisting of a registered Client, Member, [Member Plus,] and a second IBO.

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62. (Amended) A method according to claim 60, further comprising: providing to the first IBO information relating to sales of marketing system products [and] or services to the personal group and sales of marketing system products [and] or services by the personal group.

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63. (Amended) A method according to claim 60, further comprising: providing to the first IBO information relating to sales of marketing system products [and] or services to the first IBO and sales of marketing system products [and] or services by the first IBO.

66. (Amended) A method according to claim 60, further comprising:

totaling a plurality of individual point values assigned to the marketing system

products [and] or services sold to the at least one individual of the personal group and by the

5 at least one individual of the personal group to achieve a total individual point value;

totaling a plurality of individual business volumes assigned to the marketing system

products [and] or services sold to the at least one individual of the personal group and by the

at least one individual of the personal group to achieve a total individual business volume;

and

10 allowing the first IBO to view the total individual point value and the total individual business volume via the office page web file.

67. (Amended) A method according to claim 66, further comprising:

adding a plurality of individual point values assigned to the marketing system

15 products [and] or services sold to the first IBO and by the first IBO to achieve a total first IBO point value;

adding a plurality of individual business volumes assigned to the marketing system

products [and] or services sold to the first IBO and by the first IBO to achieve a total first

IBO business volume;

20 allowing the first IBO to view the total first IBO point value and the total first IBO business volume via the office page web file.

68. (Amended) A method according to claim 60, further comprising:

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totaling a plurality of individual point values assigned to the marketing system products [and] or services sold to the personal group and by the personal group to achieve a total group point value;

totaling a plurality of individual business volumes assigned to the marketing system products [and] or services sold to the personal group and by the personal group to achieve a total group business volume; and

allowing the first IBO to view the total group point value and the total group business volume via the office page web file.

10 69. (Amended) A method according to claim 68, further comprising:

adding a plurality of individual point values assigned to the marketing system products [and] or services sold to the first IBO and by the first IBO to achieve a total first IBO point value;

adding the total first IBO point value to the total group point value;

15 adding a plurality of individual business volumes assigned to the marketing system products [and] or services sold to the first IBO and by the first IBO to achieve a total first IBO business volume;

adding the total first IBO business volume to the total group business volume; and

allowing the first IBO to view the total group point value and the total group business

20 volume via the office page web file.

70. (Amended) A method according to claim 60, further comprising:

establishing a plurality of escalating levels, wherein the escalating levels are a function of sales of marketing system products [and] or services; and

providing an interactive calculation method via the office page web file, wherein the interactive calculation method allows the first IBO to determine a quantity of sales of marketing system products [and] or services needed to reach one of the plurality of escalating levels.

71. (Amended) A method according to claim 70, further comprising:

providing an interactive calculation method via the office page web file, wherein the
10 interactive calculation method allows the first IBO to determine a quantity of sales of marketing system products [and] or services needed by one of the at least one individual of the personal group to reach one of the plurality of escalating levels.

74. (Amended) A method according to claim 72, wherein only a registered Client,

15 Member, [Member Plus,] and IBO may view the interactive presentation via the income options page web file.

75. (Amended) A method according to claim 72, further comprising:

providing an interactive calculation method via the income options page web file,
20 wherein the interactive calculation method allows an individual to determine an income based on a quantity of sales of marketing system products [and] or services sold through the marketing system.

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84. (Amended) A method according to claim 1, further comprising:
establishing a customer service page web file, wherein the customer service page web file is accessible to the registered Client, Member, [Member Plus,] and IBO and to non-registered visitors to the web site.

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15 Conti
85. (Amended) A method according to claim 1, wherein the allowing step is carried out so that one of the registered Client[,] or Member[,] or Member Plus] does not have access to all marketing system products [and] or services.

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86. (Amended) A method according to claim 1, wherein the allowing step is carried out so that only a registered IBO has access to all marketing system products [and] or services.

15 87. (Amended) A method according to claim 1, wherein the allowing step is carried out so that a different group of marketing system products [and] or services is presented to each of the registered Client, Member, [Member Plus,] and IBO.

20 88. (Amended) A method according to claim 1, wherein the allowing step is carried out so that a registered Client, Member, [Member Plus,] or IBO may purchase any marketing system product [and] or service if an identification number associated with the product or service is known.

89. (Amended) A method according to claim 1, further comprising:

assigning the Client[,] or Member[, or Member Plus] to an IBO.

90. (Amended) A method according to claim 89, wherein the Client[,] or Member[, or Member Plus] is assigned to an IBO based on a geographic proximity of the IBO to the

5 Client[,] or Member[, or Member Plus].

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Conti*

91. (Amended) A method according to claim 3, further comprising:
providing an on-line order status request form, wherein the order status request form allows the registered Client, Member, [Member Plus,] and IBO to check on a status of purchases of marketing system products [and] or services.

92. (Amended) A method according to claim 21, further comprising:
providing an on-line order status request form, wherein the order status request form allows the registered Client, Member, [Member Plus,] and IBO to check on a status of
15 purchases of marketing system products [and] or services.

93. (Amended) A method according to claim 24, further comprising:
providing an on-line order status request form, wherein the order status request form allows the registered Client, Member, [Member Plus,] and IBO to check on a status of
20 purchases of marketing system products [and] or services.

94. (Amended) A method according to claim 1, further comprising:

checking a user's identifier when a user attempts to access one of the plurality of web files, wherein the identifier describes a participation level associated with the user, and wherein the participation level is selected from the group consisting of Client, Member, [Member Plus,] IBO, and Anonymous User;

redirecting the user to a marketing page web file if the user does not have an identifier;

redirecting the user to the marketing page web file if the participation level is an
Anonymous User; and

10 redirecting a registered Client, Member, [Member Plus,] and IBO to an information page, wherein the information page explains that the participation level of the registered Client, Member, [Member Plus,] and IBO does not allow access to the one of the plurality of web files.

95. (Amended) A method according to claim 94, wherein the information page
15 comprises marketing information to encourage the registered Client, Member, [Member
Plus.] and IBO to upgrade the participation level.

96. (Amended) A method according to claim 3, further comprising:

providing an on-line form to the registered Client, Member, [Member Plus,] and IBO,

20 wherein the on-line form allows the registered Client, Member, [Member Plus,] and IBO to return or exchange products [and] or services purchased through the marketing system;

allowing the registered Client, Member, [Member Plus,] and IBO to enter a plurality of information relating to the products [and] or services on the on-line form;

providing a preformatted form containing the information relating to the products [and] or services, wherein the form can be printed and returned by the registered Client, Member, [Member Plus,] and IBO with the products [and] or services; and

providing an on-line prepaid postage label, wherein the postage label can be printed

5 and used to return the products [and] or services.

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97. (Amended) A method for facilitating an on-line shopping and rewards program through a network, the network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, the method comprising:

establishing an interactive online registration process between the client browser system and the server computer so that an individual may register with the marketing system as a Client[,] or a Member, [or a Member Plus,] wherein a Client is not eligible to earn compensation and is eligible to buy products at a Client price, wherein a Member is eligible 15 to buy products at a Member price[and is not eligible to earn compensation, and wherein a Member Plus is eligible to buy products at a Member Plus price], and wherein a Member [Plus] qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO, wherein each IBO is eligible to buy products at an IBO price and is eligible to earn compensation;

20 maintaining a catalog comprising marketing system products [and] or services on the server computer;

maintaining a rewards database on the server computer for storing reward points corresponding to a registered Client, Member, [Member Plus,] and IBO;

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assigning a rewards value to the marketing system products [and] or services and storing the rewards value in the catalog;

assigning a redemption value to the marketing system products [and] or services and storing the redemption value in the catalog;

5 providing on-line access to the catalog to a registered Client, Member, [Member Plus,] and IBO via an on-line order form;

allowing the registered Client, Member, [Member Plus,] and IBO to submit an order for marketing system products [and] or services via the on-line order form;

providing on-line access to the catalog to a registered Client, Member, [Member Plus,] and IBO via an on-line redemption form;

allowing the registered Client, Member, [Member Plus,] and IBO to submit a rewards exchange request for marketing system products [and] or services via the on-line redemption form; and

subtracting from the rewards database a redemption value corresponding to the

15 marketing system products [and] or services chosen by the registered Client, Member, [Member Plus,] and IBO.

98. (Amended) A method according to claim 97, wherein the catalog comprises:

a marketing products [and] or services index;

20 an accrual record; and

a redemption record.

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99. (Amended) A method according to claim 98, wherein the accrual record comprises:

a product number;

a type identifier, wherein the type identifier is a value associated with one of the

A-15 5 Client, Member, [Member Plus,] and IBO; and

an accrual value for the product number.

A-15 10 100. (Amended) A method according to claim 99, wherein the type identifier is a string selected from the group consisting of Client, Member, [Member Plus,] and IBO.

A-15 15 102. (Amended) A method according to claim 98, wherein the redemption record comprises:

a product number;

a type identifier, wherein the type identifier is a value associated with one of the

A-15 20 Client, Member, [Member Plus,] and IBO; and

a redemption value for the product number.

A-15 25 103. (Amended) A method according to claim 102, wherein the type identifier is a string selected from the group consisting of Client, Member, [Member Plus,] and IBO.

A-15 30 105. (Amended) A method according to claim 98, wherein the index comprises a product identifier for each of the marketing system products [and] or services.

11 Cont'd
106. (Amended) A system for facilitating an on-line shopping and rewards program, including a computer system accessible for on-line interactive communication, said computer system comprising:

5 a memory device having embodied therein information relating to a plurality of marketing system products [and] or services; and

a processor in communication with said memory device, said processor configured for establishing an interactive online registration process so that an individual may register with the marketing system as a Client[,] or a Member, [or a Member Plus,] wherein a Client is not eligible to earn compensation and is eligible to buy products at a Client price, 10 wherein a Member is eligible to buy products at a Member price[and is not eligible to earn compensation, and wherein a Member Plus is eligible to buy products at a Member Plus price], and wherein a Member [Plus] qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO, wherein each IBO is eligible to buy products at an IBO price and is eligible to earn compensation,

15 maintaining a catalog comprising marketing system products [and] or services, maintaining a rewards database for storing reward points corresponding to a registered Client, Member, [Member Plus,] and IBO,

assigning a rewards value to the marketing system products [and] or services and storing the rewards value in the catalog,

20 assigning a redemption value to the marketing system products [and] or services and storing the redemption value in the catalog,

providing on-line access to the catalog to a registered Client, Member, [Member Plus,] and IBO via an on-line order form,

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allowing the registered Client, Member, [Member Plus,] and IBO to submit an order for marketing system products [and] or services via the on-line order form,

providing on-line access to the catalog to a registered Client, Member, [Member Plus,] and IBO via an on-line redemption form,

5 allowing the registered Client, Member, [Member Plus,] and IBO to submit a rewards exchange request for marketing system products [and] or services via the on-line redemption form, and

subtracting from the rewards database a redemption value corresponding to the marketing system products [and] or services chosen by the registered Client, Member, [Member Plus,] and IBO.

107. (Amended) A computer program product comprising a computer useable medium having computer program logic recorded thereon for enabling a processor in a computer system to facilitate an on-line shopping and rewards program, said computer program comprising:

establishing means for enabling the processor to establish an interactive online registration process so that an individual may register with the marketing system as a Client[,] or a Member, [or a Member Plus,] wherein a Client is not eligible to earn compensation and is eligible to buy products at a Client price, wherein a Member is eligible 20 to buy products at a Member price[and is not eligible to earn compensation, and wherein a Member Plus is eligible to buy products at a Member Plus price], and wherein a Member [Plus] qualifies to earn compensation by satisfying a sales qualification level and thereby

qualifying as an IBO, wherein each IBO is eligible to buy products at an IBO price and is eligible to earn compensation;

catalog maintaining means for enabling the processor to maintain a catalog comprising marketing system products [and] or services;

5 rewards database maintaining means for enabling the processor to maintain a rewards database for storing reward points corresponding to a registered Client, Member, [Member Plus,] and IBO;

rewards value assigning means for enabling the processor to assign a rewards value to the marketing system products [and] or services and storing the rewards value in the catalog;

10 redemption value assigning means for enabling the processor to assign a redemption value to the marketing system products [and] or services and storing the redemption value in the catalog;

first providing means for enabling the processor to provide on-line access to the catalog to a registered Client, Member, [Member Plus,] and IBO via an on-line order form;

15 first allowing means for enabling the processor to allow the registered Client, Member, [Member Plus,] and IBO to submit an order for marketing system products [and] or services via the on-line order form;

second providing means for enabling the processor to provide on-line access to the catalog to a registered Client, Member, [Member Plus,] and IBO via an on-line redemption form;

20 second allowing means for enabling the processor to allow the registered Client, Member, [Member Plus,] and IBO to submit a rewards exchange request for marketing system products [and] or services via the on-line redemption form; and

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subtracting means for enabling the processor to subtract from the rewards database a redemption value corresponding to the marketing system products [and] or services chosen by the registered Client, Member, [Member Plus,] and IBO.

5 108. (Amended) A method for facilitating electronic commerce transactions in a marketing system through a network, the network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, the method comprising:

10 providing a user with on-line access to a home page file for electronic commerce transactions, wherein the user may register with the marketing system as a Client[,] or a Member, [or a Member Plus,] wherein a Client is not eligible to earn compensation and is eligible to buy products at a Client price, wherein a Member is eligible to buy products at a Member price[and is not eligible to earn compensation, and wherein a Member Plus is eligible to buy products at a Member Plus price], and wherein a Member [Plus] qualifies to 15 earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO, wherein each IBO is eligible to buy products at an IBO price and is eligible to earn compensation;

20 providing a plurality of shopping web page files for buying products [and] or services from a marketing company associated with the marketing system; and

25 providing at least one vendor partner web page file for buying products [and] or services from a vendor partner associated with the marketing system.

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110. (Amended) A method according to claim 108, further comprising:

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providing an office page web file for providing a plurality of information relating to the marketing system, wherein the office page web file is accessible only by each IBO and Member [Plus].

5 112. (Amended) A method according to claim 111, wherein only a registered Client, Member, [Member Plus,] and IBO may view the multimedia presentation via the income options page web file.

113. (Amended) A method according to claim 108, further comprising:
supplying an on-line form associated with a member services page web file to a registered Client, Member, [Member Plus,] and IBO;
allowing the registered Client, Member, [Member Plus,] and IBO to enter personal information onto the on-line form;
storing the personal information on the server computer; and
15 customizing a layout for the plurality of product web page files based on the personal information.

114. (Amended) A system for facilitating electronic commerce transactions in a marketing system comprising:

20 a memory device having embodied therein information relating to a plurality of marketing system products [and] or services; and
a processor in communication with said memory device, said processor configured for

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providing a user with on-line access to a home page file for electronic commerce transactions, wherein the user may register with the marketing system as a Client[,] or a Member, [or a Member Plus,] wherein a Client is not eligible to earn compensation and is eligible to buy products at a Client price, wherein a Member is eligible

5 to buy products at a Member price[and is not eligible to earn compensation, and wherein a Member Plus is eligible to buy products at a Member Plus price], and wherein a Member [Plus] qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO, wherein each IBO is eligible to buy products at an IBO price and is eligible to earn compensation,

10 providing a plurality of shopping web page files for buying products [and] or services from a marketing company associated with the marketing system, and providing at least one vendor partner web page file for buying products [and] or services from a vendor partner associated with the marketing system.

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116. (Amended) A system according to claim 114, wherein said processor is further configured for

providing an office page web file for providing a plurality of information relating to the marketing system, wherein the office page web file is accessible only by each IBO and Member [Plus].

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118. (Amended) A system according to claim 117, further comprising: wherein only a registered Client, Member, [Member Plus,] and IBO may view the multimedia presentation via the income options page web file.

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119. (Amended) A system according to claim 114, wherein said processor is further

configured for

supplying an on-line form associated with a member services page web file to

5 a registered Client, Member, [Member Plus,] and IBO,

allowing the registered Client, Member, [Member Plus,] and IBO to enter personal information onto the on-line form,

storing the personal information on the server computer, and

10 customizing a layout for the plurality of product web page files based on the personal information.

All
Cont

120. (Amended) A computer program product comprising a computer useable

medium having computer program logic recorded thereon for enabling a processor in a computer system to facilitate electronic commerce transactions in a marketing system, said

15 computer program logic comprising:

providing means for enabling the processor to provide a user with on-line access to a home page file for electronic commerce transactions, wherein the user may register with the marketing system as a Client[,] or a Member, [or a Member Plus,] wherein a Client is not eligible to earn compensation and is eligible to buy products at a Client price, wherein a

20 Member is eligible to buy products at a Member price[and is not eligible to earn compensation, and wherein a Member Plus is eligible to buy products at Member Plus price], and wherein a Member [Plus] qualifies to earn compensation by satisfying a sales

obj
qualification level and thereby qualifying as an IBO, wherein each IBO is eligible to buy products at an IBO price and is eligible to earn compensation,

providing means for enabling the processor to provide a plurality of shopping web page files for buying products [and] or services from a marketing company associated with 5 the marketing system, and

providing means for enabling the processor to provide at least one vendor partner web page file for buying products [and] or services from a vendor partner associated with the marketing system.

B110
121. (Amended) A system for facilitating electronic commerce transactions in a marketing system comprising:

a memory device having embodied therein information relating to a plurality of marketing system products; and

a processor in communication with said memory device, said processor configured for

15 establishing an interactive online registration process so that an individual may register with the marketing system as a Client[,] or a Member, [or a Member Plus,] wherein a Client is not eligible to earn compensation and is eligible to buy products at a Client price, wherein a Member is eligible to buy products at a Member price[and is not eligible to earn compensation, and wherein a Member Plus is eligible to buy products at a Member Plus 20 price], and wherein a Member [Plus] qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO, wherein each IBO is eligible to buy products at an IBO price and is eligible to earn compensation,

providing a plurality of web files operatively coupled to a web site associated with the marketing system, and

allowing access to a plurality of marketing system products [and] or services to the registered Client, Member, [Member Plus,] or IBO via at least one of the plurality of web files.

122. (Amended) A computer program product comprising a computer useable medium having computer program logic recorded thereon for enabling a processor in a computer system to facilitate electronic commerce transactions in a marketing system, said computer program logic comprising:

establishing means for enabling the processor to establish an interactive online registration process so that an individual may register with the marketing system as a Client[,] or a Member, [or a Member Plus,] wherein a Client is not eligible to earn compensation and is eligible to buy products at a Client price, wherein a Member is eligible to buy products at a Member price[and is not eligible to earn compensation, and wherein a Member Plus is eligible to buy products at a Member Plus price], and wherein a Member [Plus] qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO, wherein each IBO is eligible to buy products at an IBO price and is eligible to earn compensation;

providing means for enabling the processor to provide a plurality of web files operatively coupled to a web site associated with the marketing system; and

allowing means for enabling the processor to allow access to a plurality of marketing system products [and] or services to the registered Client, Member, [Member Plus,] or IBO via at least one of the plurality of web files.

123. (Amended) A method for facilitating electronic commerce transactions in a marketing system through a network, the network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, the method comprising:

establishing an interactive online registration process between the client browser system and the server computer so that an individual may register with the marketing system as a Client[,] or a Member, [or a Member Plus,] wherein a Client is not eligible to earn compensation and is eligible to buy products at a Client price, wherein a Member is eligible to buy products at a Member price and is not eligible to earn compensation, and wherein each IBO is eligible to buy products at an IBO price and is eligible to earn compensation;

providing a plurality of web files operatively coupled to a web site associated with the marketing system; and

allowing access to a plurality of marketing system products [and] or services to the registered Client, Member, or IBO via at least one of the plurality of web files.

124. (Amended) A method according to claim 123, further comprising:

providing on-line access to the plurality of marketing system products [and] or services to a registered Client, Member, [Member Plus,] and IBO via an on-line redemption form associated with one of the plurality of web files; and

allowing the registered Client, Member, [Member Plus,] and IBO to submit a rewards exchange request for marketing system products [and] or services via the on-line redemption form.

5 125. (Amended) A method according to claim 124, wherein the step of allowing the registered Client, Member, [Member Plus,] and IBO to submit a rewards exchange request further comprises:

10 *Old* accumulating a list of the marketing system products [and] or services selected for redemption by the registered Client, Member, [Member Plus,] and IBO via the on-line redemption form, wherein the list is maintained at the server computer.

Br. 1 note
126. (Amended) A method according to claim 125, wherein the accumulating step further comprises:

15 receiving at the server computer at least one of the marketing system products [and] or services selected for redemption from the on-line redemption form; and

20 at the server computer, adding to the list each marketing system product [and] or service received by said receiving step, wherein said adding step accumulates an updated list of the marketing products [and] or services selected for redemption by a registered Client, Member, [Member Plus,] and IBO.

127. (Amended) A method for facilitating an on-line shopping and rewards program through a network, the network comprising at least one server computer capable of

10 *BB* providing on-line access to the catalog to a registered Member via an on-line
redemption form;

allowing the registered Member to submit a rewards exchange request for marketing
system products [and] or services via the on-line redemption form; and

5 subtracting from the rewards database a redemption value corresponding to the
marketing system products [and] or services chosen by the registered Member.

BB
BB *cont.*

128. (Amended) A method according to claim 127, wherein the catalog comprises:

10 a marketing products [and] or services index;

an accrual record; and

5 a redemption record.

15 *BB* *cont.* 135. (Amended) A method according to claim 128, wherein the index comprises a
product identifier for each of the marketing system products [and] or services.

20 *BB* *cont.* 136. (Amended) A method for accumulating a list of products [and] or services
selected for purchase from a shopping page web file and a merchant partner page web file,
the method comprising:

accumulating a list of product [and] or service identifiers selected for purchase at a

server computer;

receiving at the server computer at least one of the product [and] or service identifiers
selected for purchase from at least one web file selected from the group consisting of the
shopping page web file and the merchant partner page web file;

communicating with a browser system located at a remote client computer, the method comprising:

establishing an interactive online registration process between the client browser system and the server computer so that an individual may register with the marketing system as a Client[,] or a Member, [or a Member Plus,] wherein a Client is not eligible to earn

compensation and is eligible to buy products at Client price, wherein a Member is eligible to buy products at a Member price[and is not eligible to earn compensation, and wherein a Member Plus is eligible to buy products at a Member Plus price], and wherein a Member [Plus] qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO, wherein each IBO is eligible to buy products at an IBO price and is eligible to earn compensation;

10 maintaining a catalog comprising marketing system products [and] or services on the server computer;

maintaining a rewards database on the server computer for storing reward points corresponding to a registered Member;

15 assigning a rewards value to the marketing system products [and] or services and storing the rewards value in the catalog;

assigning a redemption value to the marketing system products [and] or services and storing the redemption value in the catalog;

20 providing on-line access to the catalog to a registered Member via an on-line order form;

allowing the registered Member to submit an order for marketing system products [and] or services via the on-line order form;

at the server computer, adding to the list each product [and] or service received by
said receiving step, wherein said adding step accumulates an updated list of the products
[and] or services selected for purchase.

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137. (Amended) A method according to claim 136, further comprising:
establishing a session when a user accesses one of the shopping page web file and the
merchant partner page web file;
terminating the session when the user terminates access with one of the shopping
page web file and the merchant partner page web file; and
10 at the server computer, maintaining the list of products [and] or services selected for
purchase for a holding period that begins when the user terminates the session.

141. (Amended) A method according to claim 138, wherein the sending step
comprises:

forward a notification that the marketing system products [and] or services in the
updated list will be deleted following a deletion period if no additional marketing system
products [and] or services are added to the updated list or a purchase is not made, wherein
the deletion period begins at the expiration of the dormant period.

146. (Amended) A method according to claim 141, further comprising:

deleting each of the products [and] or services from the updated list subsequent to
expiration of the deletion period.

147. (Amended) A method according to claim 146, further comprising:
deleting each of the products [and] or services from the updated list subsequent to
expiration of the holding period.

148. (Amended) A method according to claim 145, further comprising:
processing an order containing the updated list of products [and] or services selected
for purchase, wherein the order is initiated via an on-line order form; and
sending an electronic notification subsequent to processing the order.

10 149. (Amended) A method according to claim 148, wherein the electronic
notification comprises an order status, an order number, an identifier, wherein the identifier
indicates each of the products [and] or services ordered, and a total sales price.

150. (Amended) A method for facilitating electronic commerce transactions in a
15 marketing system through a network, the network comprising at least one server computer
capable of communicating with a browser system located at a remote client computer, the
method comprising:

establishing an interactive online registration process between the client browser system and the server computer so that a first individual may register with the marketing system;

providing a plurality of web files operatively coupled to a web site associated with the marketing system;

B (b)
allowing access to a plurality of marketing system products [and] or services to the registered individual via at least one of the plurality of web files; and
129
assigning a second individual who registers with the marketing system to the first individual.

5

AB
154. (Amended) A method for facilitating electronic commerce transactions in a marketing system through a network, the network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, the method comprising:

10 B
establishing an interactive online registration process between the client browser and the server computer so that an individual may register with the marketing system as a Client, Member, or IBO, wherein the Client is not eligible to earn compensation and is eligible to purchase products at a Client price, wherein the Member is not eligible to earn compensation and is eligible to purchase products at a Member price, and wherein the IBO is eligible to
15 earn compensation and is eligible to purchase products at an IBO price;

10 B
providing a plurality of web files operatively coupled to a web site associated with the marketing system; and

10 B
allowing access to a plurality of marketing system products [and] or services to the registered Client, Member, or IBO via at least one of the plurality of web files.

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Please add the following new claim:

-- 157. A method according to claim 1 wherein said individual may further register with the marketing system as a Member Plus, wherein a Member Plus is eligible to buy products at a Member Plus price, and wherein a Member Plus qualifies to earn compensation

5 by satisfying a sales qualification level and thereby qualifying as an IBO, said method further comprising allowing access to said plurality of marketing system products or services to the registered Member Plus via at least one of the plurality of web files.

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